



HOW TO IMPROVE EMPLOYEE
ATTRACTION, ONBOARDING AND RETENTION



THE WEBINAR WILL BEGIN SHORTLY...



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Editor
Personnel Today



WEBINAR
3RD JULY 2017

HOW TO IMPROVE EMPLOYEE ATTRACTION, ONBOARDING AND RETENTION

Why you need to take an integrated approach to your employee journey



Looking at today's talent recruitment,
productivity and retention challenges

Showing the benefits of listening
across the employee journey

THE WAR FOR TALENT IS OVER... THE TALENT WON



Experiences matter
more than jobs and
companies

THE WAR FOR TALENT IS OVER... THE TALENT WON



Experiences matter
more than jobs and
companies



Low barriers to
switching



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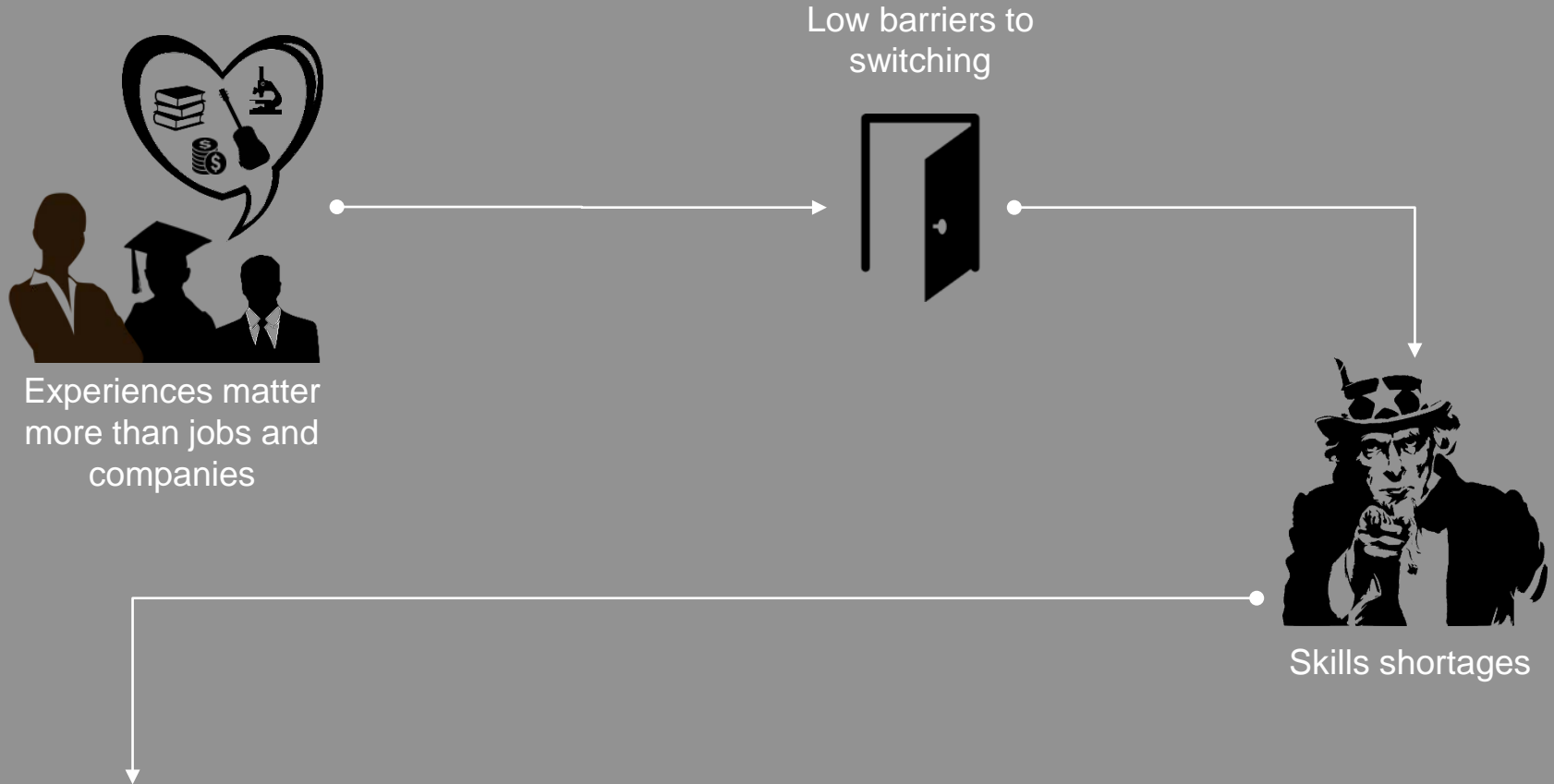
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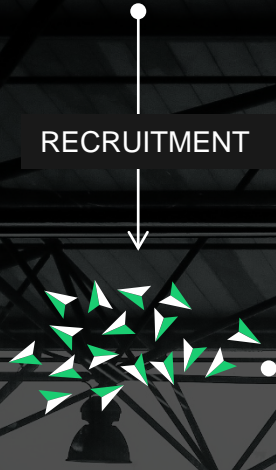


Skills shortages

THE WAR FOR TALENT IS OVER... THE TALENT WON



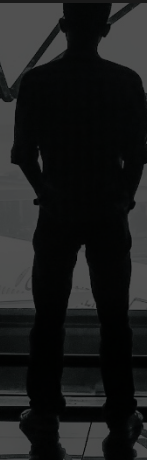
RECRUITMENT



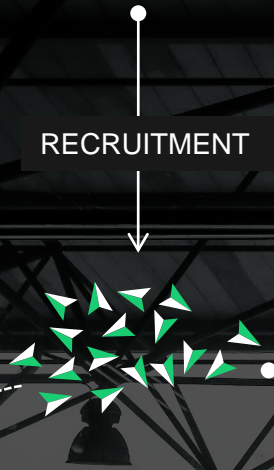
ONBOARDING



EXIT



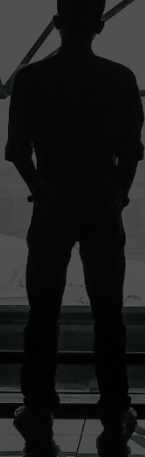
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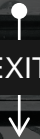
Good candidates drop out



ONBOARDING



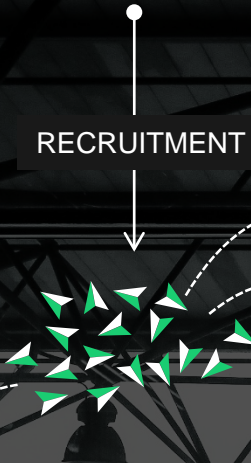
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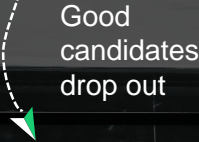
**BAD EXPERIENCES MEAN GOOD PEOPLE
DROP OUT, IMPACTING REPUTATION AND
BRAND, MAKING IT HARD TO ATTRACT!**



RECRUITMENT



Good candidates drop out



ONBOARDING



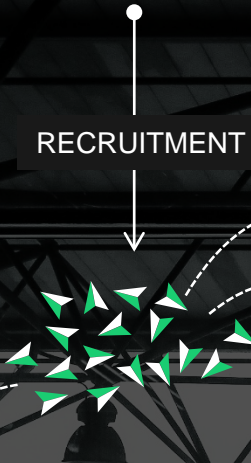
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RECRUITMENT

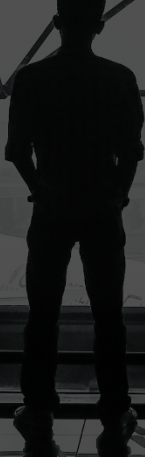


ONBOARDING



EXIT

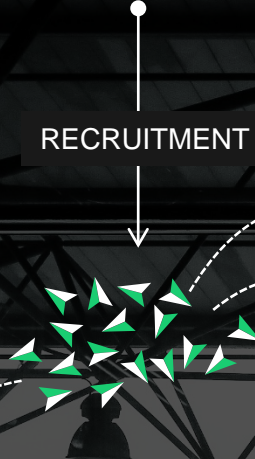
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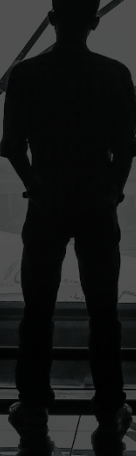


RECRUITMENT

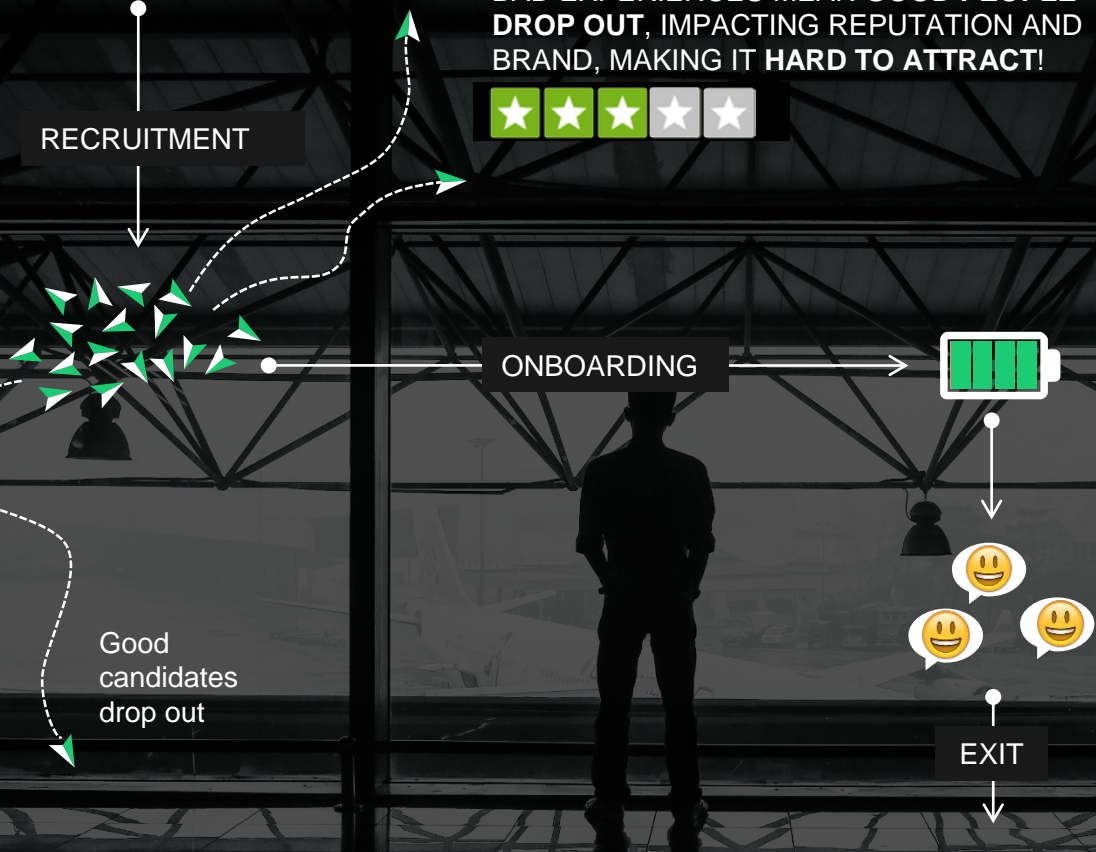


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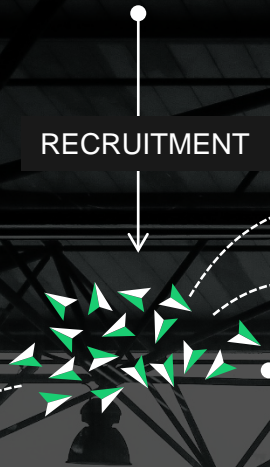
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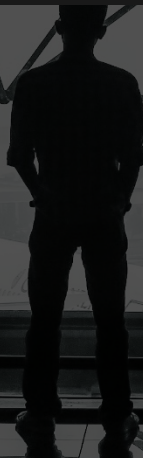


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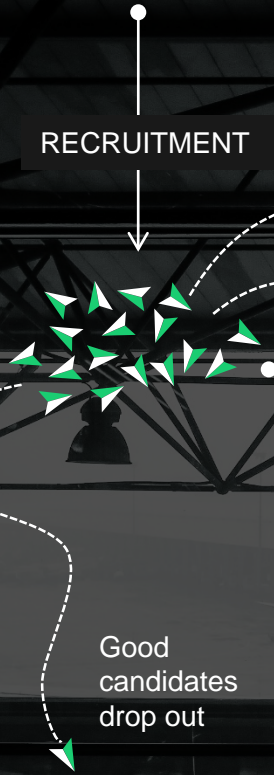
YOU GET LESS DISCRETIONARY EFFORT FROM YOUR NEW HIRES IF THEY HAVE A BAD START



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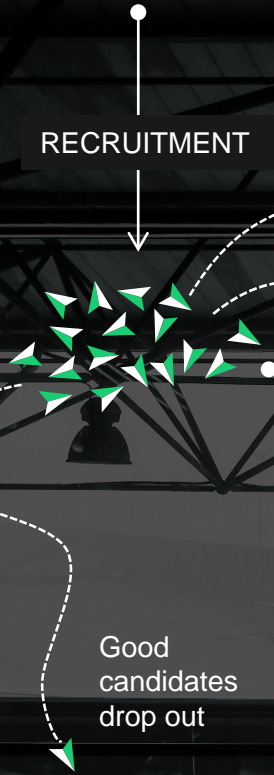


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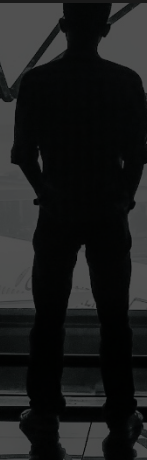
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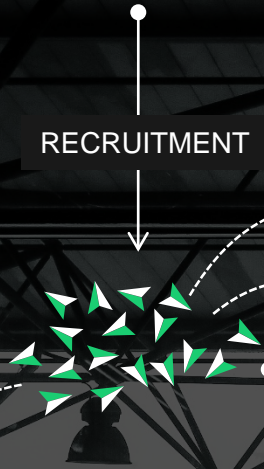
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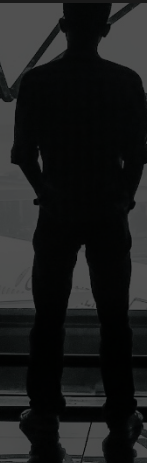


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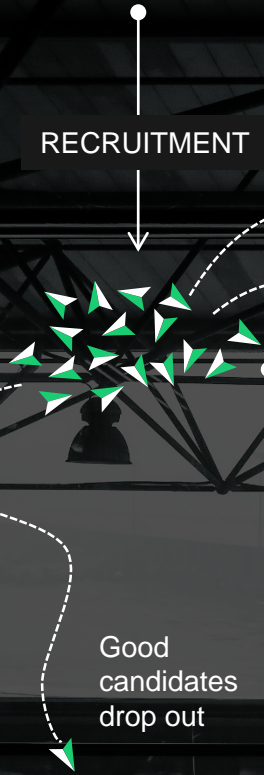
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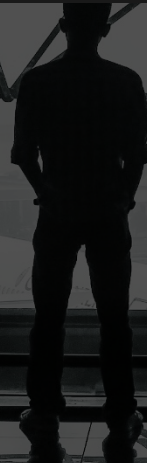
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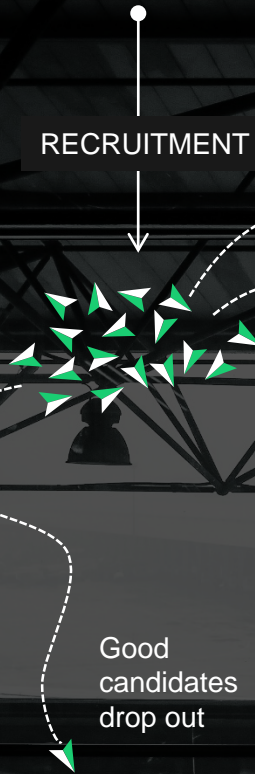


THESE EXPERIENCES MAKE GOOD PEOPLE LEAVE

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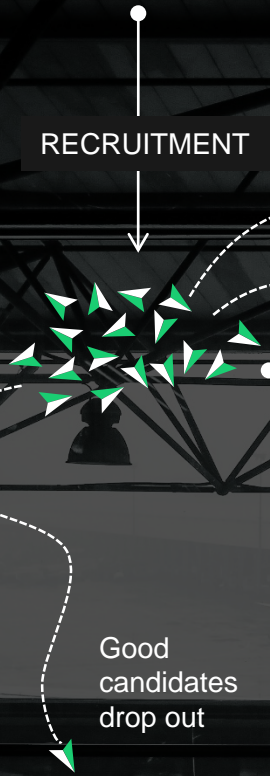


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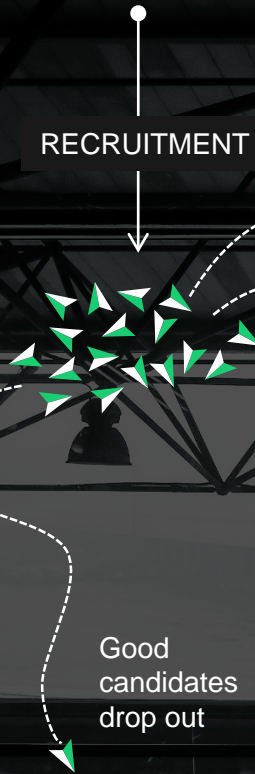


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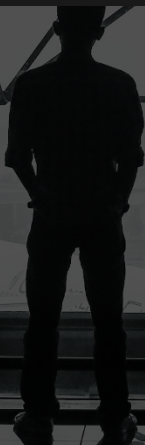


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THESE EXPERIENCES MAKE GOOD PEOPLE LEAVE

EXIT

1 in 4

Leave within a year¹



1 Year's Salary

The cost to replace an employee²

¹CEB 2014 Global Labour Market Survey

²PwC 19th Annual Global CEO Survey

POLL
WHAT IS YOUR
YEAR-ONE
ATTRITION

**WE SEE ORGANISATIONS FOCUSING
ON EMPLOYEE JOURNEYS TO GET
AHEAD**



COMPANIES FACE CHALLENGES IN DELIVERING A FULL END-TO-END EXPERIENCE



EMPLOYEE
JOURNEY

COMPANIES FACE CHALLENGES IN DELIVERING A FULL END-TO-END EXPERIENCE

EXPERIENCE DATA ACROSS ALL TOUCHPOINTS IS OFTEN IN SILOS AND MEASURED DIFFERENTLY

EMPLOYEE JOURNEY

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EMPLOYEE JOURNEY

MORE THAN ONE PERSON IS RESPONSIBLE FOR THE OVERALL EXPERIENCE

COMPANIES FACE CHALLENGES IN DELIVERING A FULL END-TO-END EXPERIENCE

PERCEPTIONS AND DECISIONS ARE MADE OVER MULTIPLE RATHER THAN SINGLE TOUCHPOINTS

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EMPLOYEE JOURNEY

JOURNEYS ARE 30% MORE STRONGLY CORRELATED TO BUSINESS OUTCOMES¹

MORE THAN ONE PERSON IS RESPONSIBLE FOR THE OVERALL EXPERIENCE

COMPANIES FACE CHALLENGES IN DELIVERING A FULL END-TO-END EXPERIENCE

YOU NEED TO TREAT YOUR EMPLOYEES MORE LIKE CONSUMERS TODAY

PERCEPTIONS AND DECISIONS ARE MADE OVER MULTIPLE RATHER THAN SINGLE TOUCHPOINTS

JOURNEYS ARE 30% MORE STRONGLY CORRELATED TO BUSINESS OUTCOMES¹

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MORE THAN ONE PERSON IS RESPONSIBLE FOR THE OVERALL EXPERIENCE

EMPLOYEE JOURNEY

BEST PRACTICE ACROSS THE WHOLE JOURNEY



1

2

3

4

5

6

INTERVIEW

DROPOUT

ENTRY

ONBOARDING PHASE 1

ONBOARDING PHASE 2

EXIT

Interview

THE ORGANISATION	<input type="checkbox"/>
MY SUPERVISOR	<input type="checkbox"/>
THE TEAM	<input type="checkbox"/>
THE ROLE	<input type="checkbox"/>

BEST PRACTICE ACROSS THE WHOLE JOURNEY



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INTERVIEW

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ONBOARDING PHASE 1

ONBOARDING PHASE 2

EXIT

CORE QUESTIONS
Consistent Model

Section	Progress
THE ORGANISATION	Progress bar with blue dot
MY SUPERVISOR	Progress bar with blue dot
THE TEAM	Progress bar with blue dot
THE ROLE	Progress bar with blue dot

BEST PRACTICE ACROSS THE WHOLE JOURNEY



1

INTERVIEW

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ONBOARDING PHASE 1

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Interview	
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PROCESS SPECIFIC
QUESTIONS
Process experience
Process efficiency

OPTIONAL QUESTIONS
Organisational characteristics
Goals, values, demands

BEST PRACTICE ACROSS THE WHOLE JOURNEY



1

2

3

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INTERVIEW

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ONBOARDING PHASE 1

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CORE QUESTIONS
Consistent Model

Interview

THE ORGANISATION

MY SUPERVISOR

THE TEAM

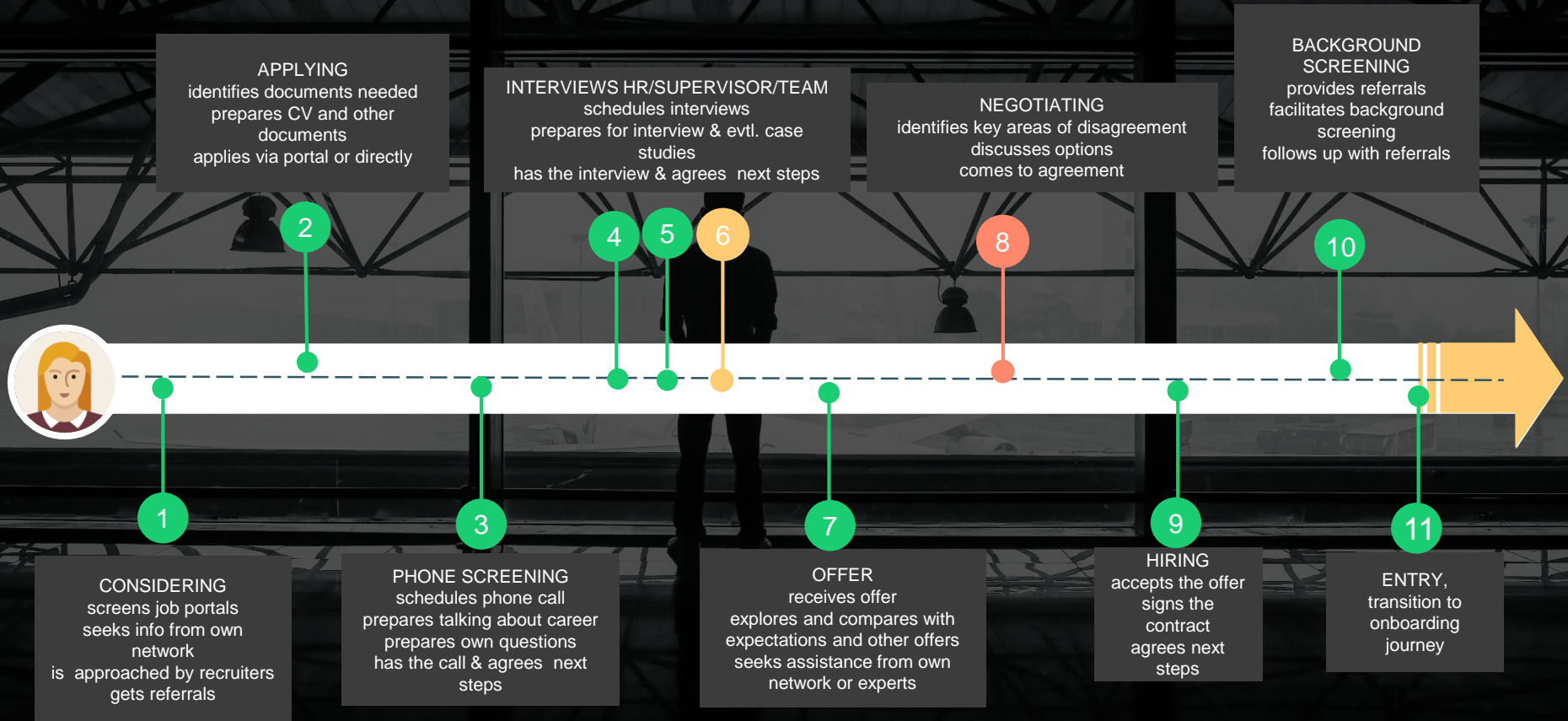
THE...

Process Based

PROCESS SPECIFIC QUESTIONS
Process experience
Process efficiency

OPTIONAL QUESTIONS
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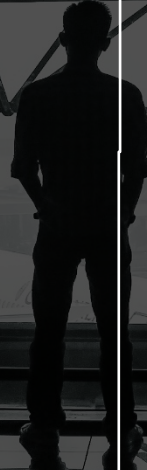
JOURNEY: “I AM APPLYING FOR A JOB AT THE COMPANY” (RECRUITMENT & ENTRY)



POLL

**DO YOU CAPTURE
FEEDBACK DURING
RECRUITMENT
PROCESS?**

EARLY WARNINGS AND TRENDS ALLOW INDIVIDUAL
INTERVENTIONS – “REACT FAST”, AND ORGANISATIONAL
INTERVENTIONS – “FIX IT FOR GOOD”



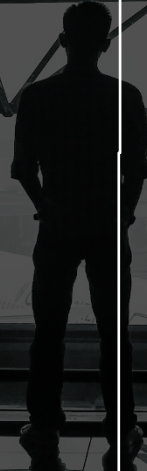
EARLY WARNINGS AND TRENDS ALLOW INDIVIDUAL INTERVENTIONS – “REACT FAST”, AND ORGANISATIONAL INTERVENTIONS – “FIX IT FOR GOOD”



Indicators of poor candidate experience

50%

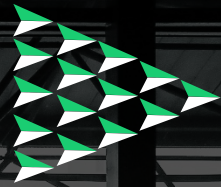
Tell their network about a positive experience¹



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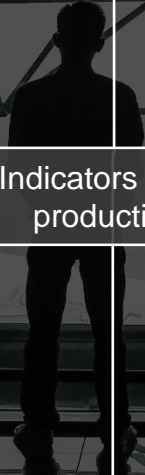
Tell their network about a positive experience¹

Indicators of low productivity



15%

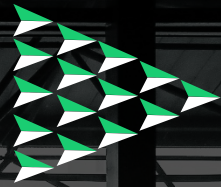
More discretionary effort from candidates who had a good experience²



EARLY WARNINGS AND TRENDS ALLOW INDIVIDUAL INTERVENTIONS – “REACT FAST”, AND ORGANISATIONAL INTERVENTIONS – “FIX IT FOR GOOD”



Indicators of poor candidate experience



50%
Tell their network about a positive experience¹

Indicators of low productivity



15%
More discretionary effort from candidates who had a good experience²

Indicators of risk of churn



38%
Increase in new hires ‘intent to stay’³

¹2014 CandE Report, The Talent Board
²CEB 2014 Global Labour Market Survey
³CEB 2014 Global Labour Market Survey

A close-up photograph of a hand raised in the air, palm facing forward, against a dark green background. The hand is the central focus, with several other hands visible in the background, slightly out of focus, suggesting a group of people participating in a discussion or a Q&A session. The lighting is soft, highlighting the texture of the skin and the veins on the hand.

QUESTIONS



Powering Transformation Through Feedback



THANKS FOR ATTENDING!